



BUSINESS LEADERSHIP + ANTI-GUN VIOLENCE IN AMERICA

SEPTEMBER 2019 • EDELMAN + EDELMAN INTELLIGENCE



METHODOLOGY

10-minute online survey in the U.S.

Total sample of n=1,000 nationally representative U.S. adults ages 18+

All fieldwork was conducted between August 22 - 26, 2019

Margin of error

U.S. General Population: +/- 3.1% (n=1,000)





PUBLIC ATTITUDES TOWARD GUN VIOLENCE

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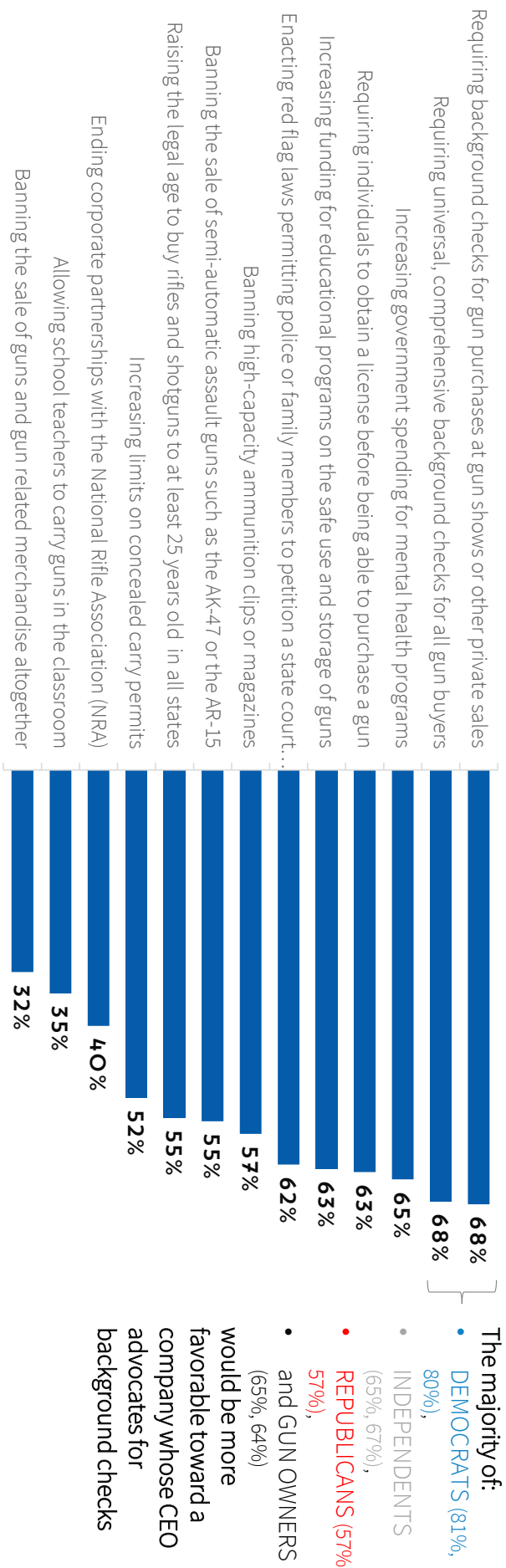


THE MAJORITY OF AMERICANS WOULD FEEL MORE FAVORABLE TOWARD A COMPANY WHOSE CEO ADVOCATES FOR A VARIETY OF ANTI-GUN VIOLENCE INITIATIVES

Nearly seven in ten would feel more favorable toward a company whose CEO advocates for background checks for all gun buyers.

FAVORABILITY TOWARD COMPANIES WHERE THE CEO ADVOCATES FOR GUN INITIATIVES

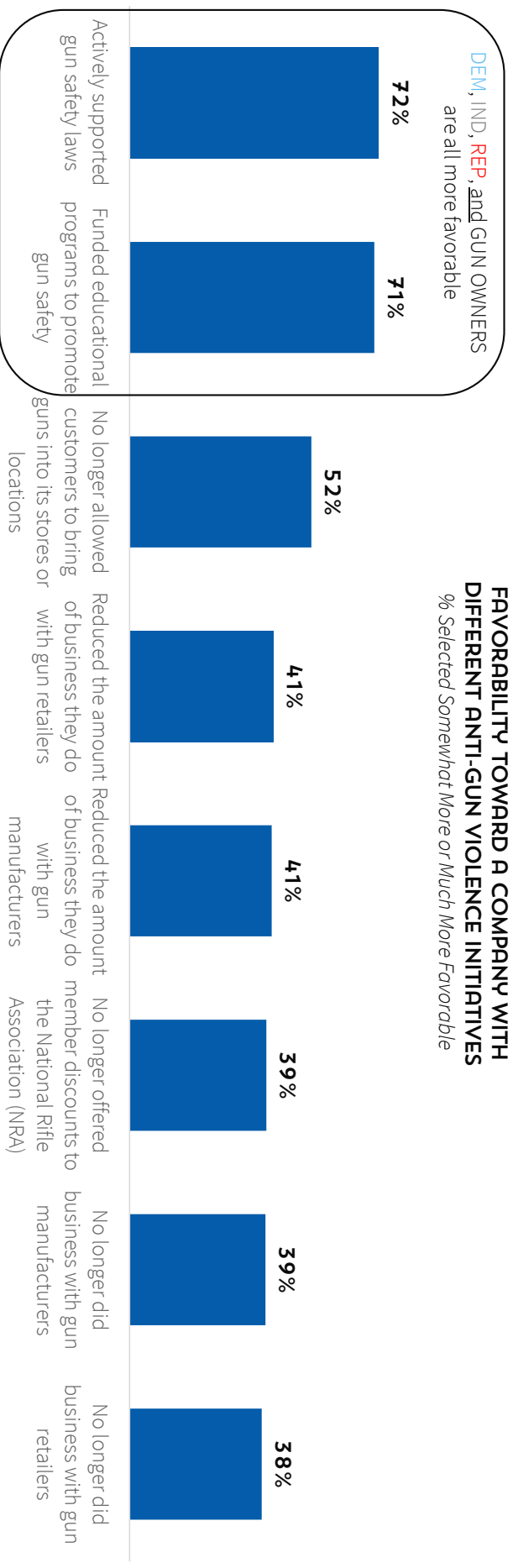
% Selected Somewhat More or Much More Favorable





THE AMERICAN PUBLIC WOULD FEEL MORE FAVORABLE TOWARD A COMPANY THAT ACTIVELY SUPPORTED GUN SAFETY LAWS, FUNDED GUN SAFETY EDUCATION, AND/OR PROHIBITED CUSTOMERS BRINGING GUNS INTO ITS STORES

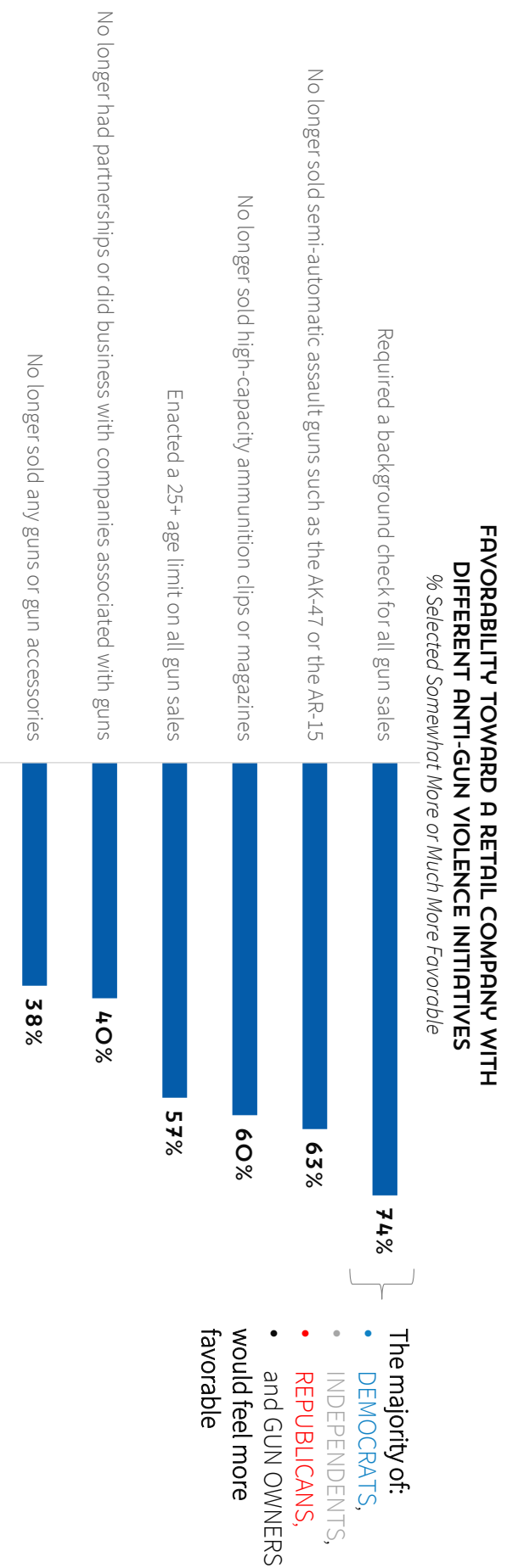
Respondents are less favorable toward the idea of companies reducing or eliminating the business they do with gun manufacturers and retailers.





A SUPERMAJORITY OF AMERICANS FEEL MORE FAVORABLE TOWARD A RETAIL COMPANY THAT REQUIRED BACKGROUND CHECKS AND NO LONGER SOLD SEMI-AUTOMATIC ASSAULT WEAPONS

Majorities would also feel more favorable toward a retail company that no longer sold high-capacity ammunition clips/magazines and implemented a 25+ age limit on all gun sales.





NEARLY HALF (45%) OF AMERICANS WOULD BE MORE LIKELY - AND ONLY 11% WOULD BE LESS LIKELY - TO PURCHASE FROM A COMPANY IF ITS CEO HAS TAKEN ACTION TO ADDRESS GUN VIOLENCE

45%

ARE MORE LIKELY TO PURCHASE A COMPANY'S PRODUCTS/SERVICES IF THE CEO HAS ADDRESSED GUN VIOLENCE

AND ONLY 11%
ARE LESS LIKELY TO PURCHASE A COMPANY'S PRODUCTS/SERVICES

Republicans	<ul style="list-style-type: none">• 29% more likely to purchase• 53% no impact• 19% less likely to purchase
Democrats	<ul style="list-style-type: none">• 62% more likely to purchase• 32% no impact• 6% less likely to purchase
Independents	<ul style="list-style-type: none">• 46% more likely to purchase• 37% no impact• 17% less likely to purchase
Gun Owners	<ul style="list-style-type: none">• 38% more likely to purchase• 45% no impact• 17% less likely to purchase

Q20. Would you be more or less likely to purchase a company's products or services if its CEO has taken action to address gun violence? (More likely NET of Somewhat More Likely and Much More Likely)
National sample n=1000

IMPLICATIONS FOR BUSINESS LEADERSHIP

1

BUSINESS LEADERS
HAVE LICENSE TO
TAKE ACTION ON
GUN SAFETY

EXECUTIVES HAVE THE
PUBLIC'S PERMISSION TO
USE THEIR PLATFORMS TO
DRAW VISIBILITY TO THE
ISSUE AND SUPPORT GUN
SAFETY LAWS.

2

THERE IS BROAD
SUPPORT FOR A
RANGE OF CEO AND
COMPANY ACTIONS

BUSINESSES CAN CHOOSE
FROM A VARIETY OF
UNIFYING INITIATIVES -
LIKE BACKGROUND CHECKS,
RED FLAG LAWS AND
EDUCATIONAL PROGRAM
FUNDING - BASED ON
ORGANIZATIONAL FIT.

3

BUSINESSES HAVE
MORE TO GAIN THAN
THEY PUT AT RISK BY
TAKING A STAND

CONSUMERS ARE 3X MORE
LIKELY TO RESPOND
POSITIVELY THAN
NEGATIVELY TO A CEO OR
COMPANY THAT TAKES
ACTION TO ADDRESS GUN
VIOLENCE.



APPENDIX



DEMOGRAPHICS

GENDER		RACE		EDUCATION LEVEL	
Male	49%	White	80%	Grade school	1%
Female	51%	African or African descent	8%	Some high school	5%
AGE		Asian-American / Asian	6%	Graduated high school	35%
		Native Hawaiian / Pacific Islander	1%	Vocational school / Technical school	5%
		American Indian or Alaska Native	1%	Some college	25%
		REGISTERED PARTY IDENTIFICATION		Graduated College	18%
			Post-graduate degree	11%	
18-24	12%	Democratic	35%	EMPLOYMENT STATUS	
25-34	18%	Republican	35%	Employed full time	28%
35-44	16%	Independent	23%	Employed part time	12%
45-54	17%	Libertarian	1%	Unemployed	12%
55-64	17%	Other/Unsure	5%	Retired	26%
65+	19%	ANNUAL HOUSEHOLD INCOME		Student	5%
REGION		Less than \$25,000	27%	Homemaker	13%
		\$25,000- \$49,999	25%	GUN OWNERSHIP	
		\$50,000- \$74,999	20%	Yes, I own a gun	21%
		\$75,000- \$99,999	10%	Yes, someone in my household owns a gun	13%
ETHNICITY		\$100,000- \$124,999	5%	No	65%
		\$125,000- \$149,999	3%		
		\$150,000+	5%		
Hispanic / Latino	8%				
Not / Prefer not to answer	91%				

THANK YOU

